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ABSTRACT

Cigarette smoking is maintained by a learned habit. This invention is a habit-based self-help method of eliminating smoking and tobacco use. It derives from well-established psychological principles of learning, conditioning, and motivation, and is provided to smoker in written form, making counseling or contact with professionals unnecessary. Smoker is queried regarding personal motives for quitting, both positive and negative, and is instructed (1) to confine smoking to a specific and isolated location in which smoker has never smoked, (2) during which smoker can do nothing but smoke, and (3) to review, prior to a decision to smoke, all of smoker's negative personal reasons or motivations for quitting. In this way, review of negative motives occurs before the decision to smoke, and is a deterrent to smoking. Smoking in isolation, excluding other activities, in an unlikely stimulus setting, results in conditioning of smoking to that location. In the meantime, the habit of smoking is being extinguished in all other settings, as it no longer occurs in those locations. Once smoking has been associated with only one (or a few) unlikely location(s), having been extinguished in all other locations, smoker is instructed to avoid that location.

Medications or Nicotine Replacement Therapies to alleviate nicotine withdrawal symptoms are not needed or used because smoker can smoke at any time, under the strict conditions specified by said method. Nicotine is naturally titrated by reduction in the number of cigarettes smoked or amount of tobacco used, and withdrawal symptoms are

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minimized. Smoker's positive motives for quitting are used in conjunction with a "Freedom Object", a manipulandum which smoker manipulates in hand, and which symbolizes freedom from smoking and tobacco use. The Freedom Object also provides a competing or substitute activity to fill the time smoker would otherwise spend manipulating cigarettes if smoking. While manipulating the Freedom Object, smoker reviews all personal positive motives for quitting, further enhancing motivation to avoid smoking. In the event of relapse, all smoker is required to do is reinstate said method of quitting. Potential weight gain is controlled as said method can be used with any repetitive behavior, and the steps above are repeated in relation to eating and snacking.